

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

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1-153 (Canceled).

154. (New) An image display device, comprising:

a plurality of display elements, making up a screen, for modulating light according to image data which is applied while being scanned; and

an illuminating section for illuminating the display elements, wherein:

when those of said display elements having the same scanning time make up a display element band, said display element band is grouped into display element groups in order of earlier scanning time so that each display element group includes at least one display element band,

said illuminating section includes a plurality of illuminating elements grouped, in accordance with the display element groups the illuminating elements illuminate, into illuminating element groups so that each illuminating element group includes at least one illuminating element, and

the illuminating elements respectively illuminate the display elements in such a manner that each illuminating element group respectively illuminates a display element group in a second luminance in a period from Time P to Time (P + tb), and illuminates in a first luminance for once or more in a period from the Time (P + tb) to Time (P + f), the

second luminance being darker than the first luminance, where  $t_b$  is a predetermined time,  $f$  is one vertical period, and the Time P is a time at which a display element band having an earliest scanning time in the display element group the illuminating element group illuminates is scanned.

155. (New) The image display device as set forth in claim 154, comprising a partition member, between said illuminating elements, for parting adjacent illuminating elements.

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156. (New) The image display device as set forth in claim 154, comprising a reflecting plate for reflecting light from the illuminating elements in a direction toward the display elements.

157. (New) The image display device as set forth in claim 156, wherein said reflecting plate has concave portions in which the illuminating elements are disposed.

158. (New) The image display device as set forth in claim 154, wherein the second luminance is brighter than an OFF state.

159. (New) The image display device as set forth in claim 154, wherein the second luminance is equal to an OFF state in terms of brightness.

160. (New) The image display device as set forth in claim 154, wherein said illuminating section illuminates in the second luminance from the Time P to a time when 1/10 of one vertical period is elapsed since the Time P.

161. (New) The image display device as set forth in claim 154, wherein said illuminating section illuminates in the second luminance from the Time P to a time when 2/10 of one vertical period is elapsed since the Time P.

162. (New) The image display device as set forth in claim 154, wherein said illuminating section illuminates in the second luminance from the Time P to a time when 5/10 of one vertical period is elapsed since the Time P.

163. (New) The image display device as set forth in claim 154, wherein said illuminating section illuminates in the first luminance throughout a period from the Time (P + tb) to the Time (P + f).

164. (New) The image display device as set forth in claim 154, wherein a plurality of the illuminating elements belong to each illuminating element group.

165. (New) An image display device, comprising:  
a plurality of display elements, making up a screen, for modulating light according to image data which is applied while being scanned; and

an illuminating section for illuminating the display elements, wherein:

when those of said display elements having the same scanning time make up a display element band, said display element band is grouped into display element groups in order of earlier scanning time so that each display element group includes at least one display element band,

said illuminating section includes a plurality of illuminating elements grouped, in accordance with the display element groups the illuminating elements illuminate, into illuminating element groups so that each illuminating element group includes at least one illuminating element, and

the illuminating section illuminates the display elements in such a manner that each illuminating element group respectively illuminates a display element group in a second luminance at least in a period from (i) a time when  $1/10$  of  $f$  is elapsed since Time  $P$  to (ii) a time when  $2/10$  of  $f$  is elapsed since the Time  $P$ , and illuminates in a first luminance for once or more in a period from the time when  $2/10$  of  $f$  is elapsed since the Time  $P$ , to Time  $(P + f)$ , the second luminance being darker than the first luminance, where  $f$  is one vertical period, and Time  $P$  is a time at which a display element band having an earliest scanning time in the display element group is scanned.

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166. (New) The image display device as set forth in claim 165, wherein the second luminance is brighter than an OFF state.

167. (New) The image display device as set forth in claim 165, wherein the second luminance is equal to an OFF state in terms of brightness.

168. (New) The image display device as set forth in claim 165, wherein said illuminating section illuminates in the first luminance throughout a period from the Time  $(P + t_b)$  to the Time  $(P + f)$ .

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169. (New) The image display device as set forth in claim 165, wherein a plurality of the illuminating elements belong to each illuminating element group.

170. (New) An illumination device comprising:  
an illuminating section for illuminating display elements of an image display device including the display elements, making up a screen, for modulating light according to image data which is applied while being scanned wherein, when those of said display elements having the same scanning time make up a display element band, said display element band is grouped into display element groups in order of earlier scanning time so that each display element group includes at least one display element band, wherein:

said illuminating section includes a plurality of illuminating elements grouped, in accordance with the display element groups the illuminating elements illuminate, into illuminating element groups so that each illuminating element group includes at least one illuminating element, and

the illuminating elements respectively illuminate the display elements in such a manner that each illuminating element group respectively illuminates a display element group in a second luminance in a period from Time P to Time (P + tb), and illuminates in a first luminance for once or more in a period from the Time (P + tb) to Time (P + f), the second luminance being darker than the first luminance, where tb is a predetermined time, f is one vertical period, and the Time P is a time at which a display element band having an earliest scanning time in the display element group the illuminating element group illuminates is scanned.

171. (New) The illumination device as set forth in claim 170, wherein the illuminating element groups are divided so that illuminating elements of adjacent illuminating element groups illuminate display elements in different areas of the image display device.

172. (New) The illumination device as set forth in claim 170, comprising a partition member, provided between the illuminating element groups, for dividing the illuminating element groups.

173. (New) The illumination device as set forth in claim 170, comprising a reflecting plate, dividing the illuminating element groups, for reflecting emitted light of the illuminating elements of the respective illuminating element groups toward a specific upper area.

174. (New) The illumination device as set forth in claim 170, wherein said image display device is a liquid crystal display device.

175. (New) The illumination device as set forth in claim 170, wherein the second luminance is brighter than an OFF state.

176. (New) The illumination device as set forth in claim 170, wherein the second luminance is equal to an OFF state in terms of brightness.

177. (New) The illumination device as set forth in claim 174, wherein said illuminating section illuminates in the second luminance from the Time P to a time when  $1/10$  of one vertical period is elapsed since the Time P.

178. (New) The illumination device as set forth in claim 174, wherein said illuminating section illuminates in the second luminance from the Time P to a time when  $2/10$  of one vertical period is elapsed since the Time P.

179. (New) The illumination device as set forth in claim 174, wherein said illuminating section illuminates in the second luminance from the Time P to a time when  $5/10$  of one vertical period is elapsed since the Time P.

180. (New) The illumination device as set forth in claim 170, wherein said illuminating section illuminates in the first luminance throughout a period from the Time  $(P + tb)$  to the Time  $(P + f)$ .

181. (New) The illumination device as set forth in claim 170, wherein a plurality of the illuminating elements belong to each illuminating element group.

182. (New) A driving method of an illumination device, said illumination device including an illuminating section for illuminating display elements of an image display device including the display elements, making up a screen, for modulating light according to image data which is applied while being scanned wherein, when those of said display elements having the same scanning time make up a display element band, said display element band is grouped into display element groups



in order of earlier scanning time so that each display element group includes at least one display element band,

said illuminating section including a plurality of illuminating elements grouped, in accordance with the display element groups the illuminating elements illuminate, into illuminating element groups so that each illuminating element group includes at least one illuminating element, and

the illuminating elements respectively illuminating the display elements in such a manner that each illuminating element group respectively illuminates a display element group in a second luminance in a period from Time P to Time (P + tb), and illuminates in a first luminance for once or more in a period from the Time (P + tb) to Time (P + f); the second luminance being darker than the first luminance, where tb is a predetermined time, f is one vertical period, and the time P is a time at which a display element band having an earliest scanning time in the display element group the illuminating element group illuminates is scanned.

183. (New) The driving method as set forth in claim 182, wherein the second luminance is brighter than an OFF state.

184. (New) The driving method as set forth in claim 182, wherein the second luminance is equal to an OFF state in terms of brightness.

185. (New) The driving method as set forth in claim 182, wherein said illuminating section illuminates in the second luminance from the Time P to a time when 1/10 of one vertical period is elapsed since the Time P.

186. (New) The driving method as set forth in claim 182, wherein said illuminating section illuminates in the second luminance from the Time P to a time when 2/10 of one vertical period is elapsed since the Time P.

187. (New) The driving method as set forth in claim 182, wherein said illuminating section illuminates in the second luminance from the Time P to a time when 5/10 of one vertical period is elapsed since the Time P.

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188. (New) The driving method as set forth in claim 182, wherein said illuminating section illuminates in the first luminance throughout a period from the Time (P + tb) to the Time (P + f).

189. (New) The image display device as set forth in claim 182, wherein a plurality of the illuminating elements belong to each illuminating element group.

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